

Message Text

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PAGE 01 TOKYO 13860 160544Z

41

ACTION SS-15

INFO OCT-01 EA-09 ISO-00 NSC-05 SSO-00 NSCE-00 PRS-01

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 2261

INFO USIA WASHDC

UNCLAS TOKYO 13860

E.O. 11652: N/A

SUBJECT: JAPANESE MEDIA REQUEST FOR PRESIDENTIAL MESSAGE

1. LEADING JAPANESE DAILY NEWSPAPER, YOMIURI SHIMBUN, REQUESTS 100-WORD PRESIDENTIAL MESSAGE FOR USE IN 164-PAGE MAGAZINE SUPPLEMENT ON EMPEROR HIROHITO. MAGAZINE WILL BE ISSUED NOV. 15 AND DISTRIBUTED NATIONWIDE AS EXTRA EDITION OF WIDELY CIRCULATED WEEKLY, SHUKAN YOMIURI. MESSAGE DEADLINE OCTOBER 15.

2. YOMIURI EDITORS VIEW MAGAZINE AS MAJOR PROJECT TO COMMEMORATE 50TH YEAR SINCE EMPEROR'S ACCESSION CEREMONY (NOV. 10, 1926) AND HAVE STATED AS ONE AIM THEIR INTEREST IN PROMTING U.S.-JAPAN RELATIONS. PLAN CALLS FOR 112 PAGES OF COLOAND B/W PHOTOS PLUS 48 ARTICLES, DEVOTED COMPLETELY TO HISTORY OF HIROHITO'S REIGN. OF TOTAL, TEN COLOR PAGES WILL DEPICT IMPERIAL VISIT TO U.S., INCLUDING PHOTOS OF EMPEROR'S WELCOME BY PRESIDENT FORD, WHITE HOUSE VISIT, ETC. MESSAGE WILL APPEAR IN THIS SECTION.

3. EMBASSY RECOMMENDS FAVORABLE RESPONSE. AWARE OF BUSY WHITE HOUSE SCHEDULE IN ADVANCE OF ELECTRION. HOWEVER, BELIEVE THIS GOOD OPPORTUNITY TO REAFFIRM IMPORTANCE OF IMPERIAL VISIT FROM STANPOINT OF U.S.-JAPAN RELATIONS THROUGH MAJOR MASS MEDIA CHANNEL. SHOESMITH

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Margaret P. Grafeld
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